



Wall-Badlands Area Chamber of Commerce

501 Main Street
PO Box 527
Wall SD 57790
Phone: 605-279-2665
Fax: 605-279-2067

wallchamber@gwtc.net
www.wall-badlands.com

May 2022
Volume 22: Issue 5

Schedule of Events

May 2
WBACC Board Mtg.
7 AM, WCC

May 4
Venomous Snake Training
5:30 PM, WCC

May 5
Wall City Council Mtg.
6:30 PM, WCC

May 7
Community Clean up Day
7 AM, Wall Drug Store

May 7
Wall HS Practice Rodeo

May 8
FREE Roller Skating
1-3 PM, Powerhouse

May 10
Chamber Noon Luncheon
12 PM, Wall Golf Course

May 13 & 14
Spring Crazy Days!

May 17
Wall Ambulance Mtg.
6 PM, Wall Ambulance Shed

May 19
Wall city Council Mtg.
6:30 PM, WCC

May 28
Pennington Co. 4-H Rodeo

May 30
Wall Memorial Day Service
1:30 PM, WCC

Wall Satellite Office

OPEN: May 4 & 18
9 AM– 11:30 AM &
12:30 PM– 3:30 PM

2022 Chamber Annual Meeting

The 2022 Annual Meeting of the Wall-Badlands Area Chamber of Commerce was held on Wednesday, April 20. Wall-Badlands Area Chamber of Commerce members and Wall community members enjoyed a presentation of the organizations work and joined in celebration of the accomplishments of the Chamber and Chamber Members over the past year.

Wall-Badlands Area Chamber Board President, Dustin Curr, called the meeting to order at 6:10 PM.

Members in attendance approved the meeting minutes from the March Chamber Membership Luncheon. Members also approved the March Treasurer's Report.

An election for 3 seats on the Chamber Board of Directors was held. Ballots were collected and the election results were announced at the end of the meeting with Lex Heathershaw, Ashley Kier, and Gina Kraut being elected to serve on the board.

Board President, Dustin Curr, introduced the current board members and presented a financial review of the organization.



2021-2022 Chamber Board members: Lindsay Reagle, Hope Dennis, Amanda Kjerstad, Gordy Kraut, Anne Jo Spotted Bear, Kim Handcock, Dustin Curr, Bobbie Dartt, and Executive Director Kelsey Clark. No pictured Anne Tice-Poseley.

Wall-Badlands Area Chamber of Commerce Executive Director, Kelsey Clark, presented the 2021 Year in Review. The Wall-Badlands Area Chamber is proud to support 125 members in and around our community, representing all sectors of business including agriculture, hospitality, retail, food service, and more. Chamber members have access to invaluable business resources and representation in branded advertising for the Wall-Badlands Area. Local businesses are the backbone of the Wall-Badlands community and are unique for travelers, but also provide quality and convenience for our year-round community residents. The Chamber promotes local shopping through various ads as well as the Chamber “Wall Bucks” program; last year \$6,300 were kept in the Wall community through the “Wall Bucks” program. The Chamber hosts a wide variety of events each year to provide entertainment and service to the community.

Events would not be possible without volunteers who participate on the Retail, Tourism, Beautification, Celebration and Wall Crawl committees; anyone looking to be more involved in the Chamber is encouraged to participate in any of the 5 committees. The Chamber is invested in the betterment of the Wall community and in 2021 donated over \$31,000 to various local organizations and events.

The Wall-Badlands Area Chamber of Commerce serves as the local destination marketing organization and strategically places advertisements across state, national and international publications and marketing mediums. The Chamber pursued opportunities to entice travel traffic to Wall as well as highlight the unique variety of businesses and attractions in the area. Clark highlighted new imagery that will effectively represent the assortment of activities, attractions, businesses and vibrancy of the Wall-Badlands community. The Chamber debuted one version of a community video that was created; the videos created will be used in digital ads and online commercials as well as be displayed across the state in the South Dakota Visitor Information Centers. The Chamber was excited to announce that the Wall-Badlands Area was selected to be on the cover of a special edition of the Black Hills & Badlands Vacation Guide. In 2021, the Chamber invested more than \$64,000 to promote tourism in the area.

City sales tax revenue saw a five year high in 2021, with a total income of \$1,778,719.24; an increase of nearly 34% compared to 2020. The BBB tax that is imposed on alcoholic beverages, eating establishments, lodging accommodations, admission and events saw an increase of 48% compared to 2020 and visitor spending increased 50.29% over the previous year. Last year the Chamber mailed out nearly 600 vacation guides to people around the world who were planning a trip to the Wall-Badlands Area.



Each year the Chamber recognizes community members and businesses for their outstanding work in the Wall-Badlands Area through a presentation of awards. The 2022 Business Improvement Awards were presented to the **Wall Community Golf Course** for various updates made to the clubhouse and course as well as the **Pennington County Courant** for exterior repairs and the addition of storage units. **Ashley Kier** was recognized as the 2020-2021 Teacher of the Year for her work at the Wall School. **Pam Johnson** received the Golden Pineapple Award for going above and beyond to serve customers. The Friend of the Chamber was presented to **Donna Curr** for her dedication to the Wall-Badlands Area Chamber over the years. **Bonnie Law** was recognized as the 2022 Volunteer of the Year for donating her time and talents on the Wall Booster Club and taking pictures for many community events. The final award of the evening recognized **Judy Goldhammer** for her many years of service to the Wall-Badlands community.

The Wall-Badlands Area Chamber of Commerce is grateful to all our Chamber members for serving the community and we look forward to the accomplishments achieved in 2022!



WALL COMMUNITY CLEAN-UP DAY

**SATURDAY, MAY 7
7:00 AM
WALL DRUG STORE**

*FREE breakfast for all who help with clean-up!
Provided by Wall Drug.*

**WALL RESIDENTS CAN SET USED TIRES CURBSIDE
BEFORE 10 AM AND PUBLIC WORKS WILL PICK THEM UP.**

LANDFILL OPEN 9 AM - 12 PM

TRANSFER STATION OPEN 9 AM - 12 PM

HOSTED BY THE WALL-BADLANDS AREA CHAMBER OF COMMERCE



WALL-BADLANDS AREA CHAMBER OF COMMERCE

Board of Directors:

Annie Tice-Poseley

Amanda Kjerstad

Ashley Kier

Bobbie Dartt

Gina Kraut

Gordy Kraut

Hope Dennis

Lindsy Reagle

Lex Heathershaw

**The May Chamber Noon Luncheon
will be held Tuesday, May 10 at the
Wall Golf Course.**

2022 Wall-Badlands Area Chamber of Commerce Membership

3 Amigos Cantina	Dakota Mill & Grain	Quinn VFW
4th Ave. Floral & Gifts	Dakota Sky Stone	Rick Hustead
American Legion Post 246	Dawn Hilgenkamp	Red Rock Restaurant & Lounge
Americas Best Value Inn	Days Inn	Robert Sharp & Associates
Anderson Investments	De's Oil & Propane	Ron Dinger
Ann's Motel	East Pennington County Ambulance	Rush Funeral Home
Arneson Auction Services	East Pennington Co. Conservation Dist.	Sander Sanitation Service
Ascend Ag, Inc.	East Pennington County Transit	Sarah Hustead
Badlands & Co.	EconoLodge	Shearer's Western Dakota Ranch Vac.
Badlands Automotive	EDWARD JONES/Hal Bailey	Singing Horse Trading Post
Badlands Cedar Pass Lodge	EDWARD JONES/Tyler T. Trevillyan	Sleepy Hollow RV Park
Badlands Harley-Davidson	Evangelical Free Bible Church	St. Patrick's Catholic Church
Badlands Helicopters	Evergreen Office Solutions	Sue's Avon
Badlands Inn	Farm Bureau Financial Services	Sunshine Inn
Badlands Motel & Campground	First Interstate Bank	Super 8
Badlands National Park	First Lutheran Church	SWIFTEC Inc.
Badlands National Park Conservancy	Frontier Cabins	Terry Mohr
Badlands Natural History Association	Gary Keyser	The Little Outpost
Badlands Observatory	Gold Diggers	Travelodge
Badlands Quilters	Golden West Telecommunications	Triangle B&B
Badlands Saloon & Grille	Harlan & Lori Walker	Treat U Boutique
Badlands Trading Post	Helen Crawford	USDA Forest Service/Natl. Grasslands
Badlands White River KOA	Hub International Insurance	Wall Auto Livery
Best Western Plains Motel	Juanita Schroeder	Wall Auto Repair & Glass
Bev Dartt	Judy Goldhammer	Wall Building Center & Construction
Black Hills & Badlands Tourism Assoc.	Jonny Creighton Winn	Wall Community Library
Black Hills Federal Credit Union	Karen Soderquist Team/ ReMax Results	Wall Dairy Queen
Black Hills Parks & Forests	Kari Welsh	Wall Drug Store
Borns Group	Larry Eisenbraun	Wall Economic Development
Candee Kitterman	Linda Hiltner	Wall Food Center
Circle View Guest Ranch	M & M Sales	Wall Golf Association
Common Cents	Mary Williams	Wall Meat Processing
Community Education of the Black Hills	Minuteman Missile NHS	Wall Rodeo Booster Club
Corner Pantry/Subway	Monument Health Wall Clinic	Wall School District #51-5
Cornerstone Industries	Nanna's Mercantile	Wall United Methodist Church
Country Cupboard Food Pantry	Niki Mohr	Waste Connections
Crazy Horse Memorial	Nohr Wortmann Engineering	Welsh's Motel
Crew Agency	Pat Hustead	West River Electric Association
Cristina Nesseth	Pennington County Commissioners	Western Dakota Tech
Crown Oil	Pennington County Courant	Wheelin' to Wall
Cutting Edge Salon	Pioneer Auto Show & Prairie Town	Whispering Pines B&B Outfitters
Dan Hauk	Prairie Homestead	